

CHEMIST & DRUGGIST

The newswweekly for pharmacy

August 30, 1986

a Benn publication

BPA threatens
writs against
100-day script
doctors

NPA and PSGB
co-operate on
public relations

Local paper
campaigns
for pharmacy

Fisons spend
£4.3m on Radiol
Chemicals

PHILIPS

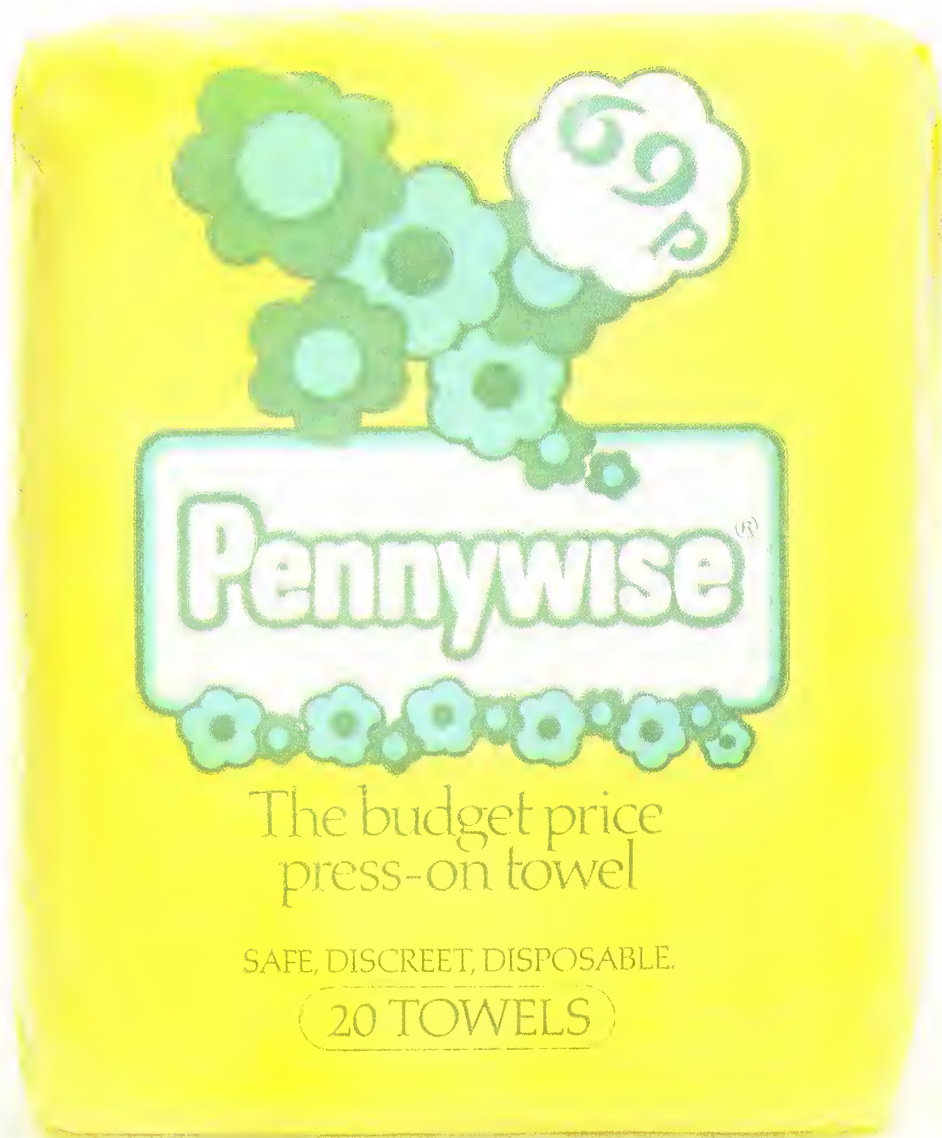


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HP2631 LADYSHAVE.**



ELECTRICALS
SPECIAL FEATURE

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Now that we're featuring this special price promotion on our big economy packs of Pennywise, you'd be wise to stock your shelves well.

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Which makes Pennywise, in 20s and 10s, your No. 1 choice for bigger profits.

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COMMENT



The failure of generics company Gx resulted, in part, from its failure to recognise the fundamental importance of the wholesaler in the distribution chain. So says Mr Bill Revell of AAH this week taking issue with **Comment** last week (**Letters** p335). He is quite right. But Gx also failed to understand the feelings of pharmacists who were obliged to stock the range against their will.

Mr Revell goes on to say that purveyors of direct order entry computers must have a working relationship with the wholesaler before making claims on the facilities their equipment can offer. Again he is quite right. And he is also in order to point out that by using a direct order entry unit from a particular wholesaler an extra 1.5 per cent discount can be earned.

But have wholesalers committed the same mistake as Gx and failed to ask their pharmacist customers what they would like, instead of telling them what they can have? How many pharmacists would like the freedom of choice to order from more than one wholesaler with the same computer equipment? Mr Revell says that to maximise discount relies on concentrating



purchasing power through one wholesaler, so the benefit to switch supplier is illusory. All well and good provided the service given is satisfactory, but if it is not...? There can be little doubt that most wholesalers would be loathe to see the introduction of a system which would give the pharmacist a greater ability to let his fingers do the walking.

The main thrust of last week's **Comment** was to suggest that generally in commerce there is a strong move to extend data interchange via computer. Organisations that try and ignore changes of this type often find themselves locked out of future developments. So it is encouraging to see Mr Revell say that future moves from AAH may lead to equipment being offered from several suppliers.

Pharmacists are probably one of the most computer-aware groups of retailers on the High Street — to lose that competitive edge for any reason would be unwise to say the least.

And computers are going to be used more in-shop than ever in the future, both as a retail and professional tool. It is only a matter of time — although perhaps later rather than sooner — that prescription pricing will be done by computer link up. How long will it be before manufacturers are pushing past the wholesaler to the retailer to monitor stock usage and holding? Wholesalers must be able to offer flexibility in the equipment they offer or give licence to the retailer to cope with these changing demands.

But back to Gx. A DHSS spokesman, when asked how the Department felt about a possible increase in branded generics on the NHS — at higher cost — said it proposed to do nothing. Pharmacists would do what was necessary, he said. Time has proved him right, and provided a salutary lesson to the marketing men, to consider all the angles before offering — or imposing — products on their customers.



BPA threaten GPs on 100-day script supply

The British Pharmacists Association has threatened to serve writs on GPs who persist in writing scripts for 100 days of treatment. The Association claims such overprescribing may threaten the viability of a small pharmacy business.

A request in the Association's newsletter a month or two ago for information on GPs prescribing for extended periods had brought a great response, general secretary Charles Flynn told *C&D*. He could see the reason why doctors would prescribe for long periods in some cases, for example skin conditions, where they wouldn't want to see the patient every two weeks. "But if the Government is going to set a cut-off point of 16,000 prescriptions in the new contract and penalise those pharmacies doing less than that, then it is unreasonable that a pharmacist should be dependent on a doctor's prescribing habits for his income," he explained. "I have been told of one case of doctors in a rural area doing this to try to put a pharmacist out of business and pick up the dispensing income."

If a pharmacist reports a doctor to the Association, and if that doctor persist after discussions and a warning, then a writ will be issued on a personal basis, Mr Flynn says. "Something must be done about the extended treatment period. We have been

arguing about things like the triple prescription form for long enough." Mr Flynn concedes that, on this occasion, both he and the Pharmaceutical Services Negotiating Committee are on the same side.

But Mr Flynn denies that this statement, based on a resolution passed at a BPA executive meeting last weekend, implies that the Association believes that implementation of the new contract is a foregone conclusion, since writs would only be served if a 16,000 cut-off point was in existence. Mr Flynn said this resolution was "without prejudice" to their opposition to the new contract, which remained absolute.

The new executive also discussed the Nuffield report and passed a resolution that the Government should "adhere strictly to it for the future development of NHS remuneration." BPA believes the Basic Practice Allowance should remain as a recognition of the professional role.

Also BPA is still promising to show to the Government alternative ways of dealing with unscrupulous leapfroppers.

■ BPA's threat to sue doctors for "overprescribing" made the *Daily Mail* on Monday, where it was unfortunately ascribed to the Pharmaceutical Society. The Society has since received a number of phone calls querying the story.

DHSS late on distribution

The DHSS sponsored working party on pharmaceutical distribution is unlikely to report before December, it is understood. It was originally due to report to Health Minister Barney Hayhoe in June.

The working party, which consists of representatives from wholesalers, manufacturers and pharmacy contractors, was charged to look into the mechanics and margins in distribution. The delay in reporting is due to the volume of work the group has found itself faced with, rather than any irreconcilable differences of opinion.

Meetings for the group are scheduled up until October.

■ The new Family Practitioner Services complaints procedure proposals will be discussed at the next PSNC meeting on September 9 (*C&D* last week p269). It is understood that PSNC executive officers think they contain nothing which is likely to cause undue concern to contractors.

■ Healthcall, the telephone tape service that offers advice on some 150 medical subjects, has been advertising its services in the women's Press. Calls from customers are charged at British Telecom's M rate.

Apothecary on the move

A major removals operation has been mounted recently in Bradford-on-Avon to save the contents of Miss Angela Christopher's pharmacy on Silver Street.

A museum society was set up in April when Miss Christopher announced she was retiring. The group hopes to re-erect the shop intact in a new town museum within the next two to three years.

The pharmacy was established in 1863 and passed to Miss Christopher's father around 1908. She took the business over in 1962 when her father died and has run it single handed ever since.

The contents — including 300 drug jars — and mahogany fittings were removed for storage at the beginning of August. But the museum society now faces two major tasks. It needs to secure appropriate museum premises in the town — the library has been approached — and fund the establishment of the museum society itself.



Miss Angela Chistopher in the museum-bound family pharmacy.

NPA and PSGB co-operate on public relations

Co-operation between public relations departments at the Pharmaceutical Society and the National Pharmaceutical Association will result in more effective promotion of pharmacy in the community, says the NPA's PR officer Mrs Tanya Turton.

Mrs Turton contacted the Society to suggest that local Society PR officers should automatically receive copies of NPA Press releases. In addition they will receive support material to use if they are approached by the local Press, television, or radio to talk on the subject of the release. Mrs Turton's action came after she was approached by local radio stations who wanted to interview a pharmacist on drug abuse and malaria, both the subjects of recent NPA Press releases. She attempted to contact NPA spokesmen in these areas, but discovered some were on holiday or unavailable.

With Society involvement Mrs Turton hopes a pharmacist will always be available for comment to the media.

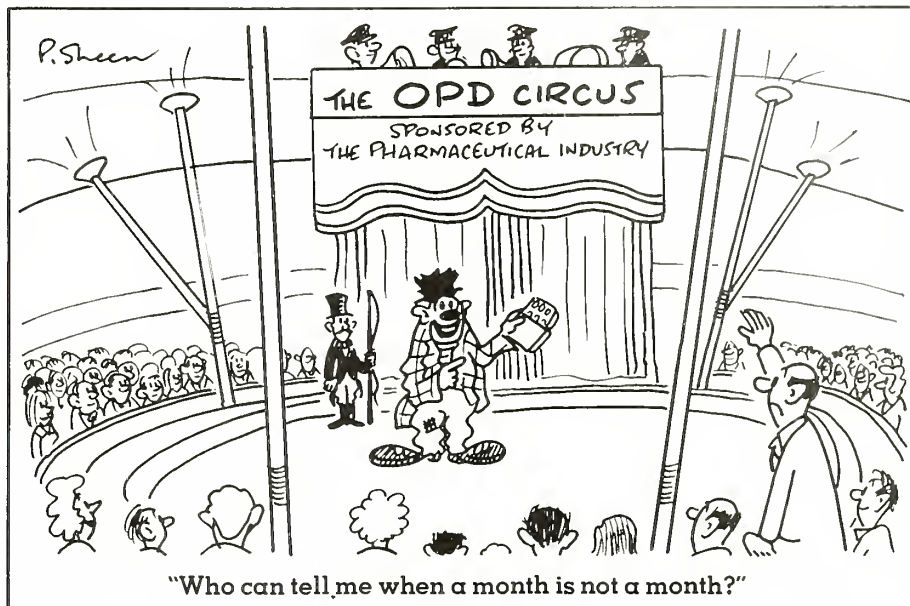
Radio round-up by Don Ross

Fifty-minutes of discussion about drug abuse on a recent Radio Lincoln phone-in yielded only five phone calls from listeners, reports pharmacist Mr Donald Ross.

But Mr Ross, a National Pharmaceutical Association Board member, wasn't too concerned. He believes the lack of calls signifies the small scale of the problem in Lincolnshire.

Mr Ross contacted the station and suggested that drug abuse was a suitable subject for a current affairs programme to coincide with the distribution of the DHSS drug abuse leaflets. But it took some persuasion but the station eventually agreed, and the interview took place on August 18.

Several other pharmacists have been interviewed for local radio after a recent NPA press release on drug abuse and malaria. They include NPA chairman Alan Facer, on Radio Lancashire; John Kirby on Radio Bedfordshire; Peter Taylor on Radio Stoke; and Marshall Gellman on Radio Manchester.



OPD talks go on at ABPI

Discussions continue at the Association of the British Pharmaceutical Industry in an attempt to find a solution to the question of OPD pack sizes.

Chief executives voted at the end of last month that companies should proceed "at their own pace" with the transition to

original packs and themselves decide whether to supply 28-day or 30-day dosage units (*C&D* August 2, p178). Since then, Mr John Sharp, who is co-ordinating the move to OPD for the ABPI has been meeting with industry representatives.

"We are actively thinking about what can be done to get an agreed policy and to bridge the gap which looks a lot bigger in print than it is in reality," Mr Sharp told *C&D*. He hopes to be able to report progress to the Association's half yearly general meeting in October.

Paper roots for pharmacy

A local newspaper has recognised the danger drug stores pose to the chemist in rural market towns, and is campaigning on behalf of contractors.

Lesley Fox, women's editor on the *Wiltshire Gazette & Herald*, asked readers in her column at the end of July what they thought of the pharmacist's worth and what they would do if the traditional pharmacy was forced to close.

Her interest arose after two large drug stores opened in the High Street within six weeks of each other, threatening the Boots

branch and Terry's Chemist.

"Most families spend a good deal of money on medicines, which if used properly can often save a visit to a busy GP. This is why you will not see me in any of these new drug supermarkets. You may save a few pence on a tube of toothpaste but what will be the greater cost if the trained pharmacist disappears," she wrote.

So far she has had 40 letters from readers, which she rates as a good response. "A lot of people were not aware there could be conflict or a problem — they are a bit naive. But they think it would be worth paying a few pence more," says Mrs Fox. And she is fully aware of the consequences of the loss of even one pharmacy in a rural area.

Patent slip up by Peaudouce

Peaudouce (UK) Ltd have introduced a new design for their Babyslips range of disposable nappies following a High Court decision in June that the previous design infringed a patent held by Procter & Gamble.

The injunction comes into effect on September 12 when Peaudouce will be

prevented from selling this particular design. All shipment of Babyslips since the end of July have been in the new design which, the company says, offers greater absorbency. Peaudouce expect an uninterrupted supply of the new product to their customers. There has been concern, especially from the grocery trade, that supplies might dry up.

An appeal has been filed against the High Court decision, but the hearing is not expected until next Summer. Peaudouce relaunched Babyslips in January with a £6m advertising budget.

C4's additive effect on NPA

Channel 4's "4 what it's worth" on additives (August 13) has prompted a flood of letters from the public to the National Pharmaceutical Association's information section.

They have written in requesting the NPA's information sheet on colorants and additives in medicines, after viewers were told it could be obtained direct. This was incorrect, the sheet is available to pharmacists and doctors only for counselling their patients. It contains confidential information from the manufacturers. The NPA's reply refers inquirers to their local pharmacist.

DTB on tamoxifen and sulconazole

Verdicts on tamoxifen and sulconazole are given in the latest Drug and Therapeutics Bulletin.

Tamoxifen should be first line therapy in the advanced stages of breast cancer in postmenopausal women except where life-threatening complications are developing rapidly, the *Bulletin* says. In premenopausal women its use is less well defined. Treatment of primary breast cancer in elderly or infirm patients for whom surgery or radiotherapy is unsuitable has produced a 60 per cent complete or partial response rate, with only a quarter showing definite disease progression in the first three months.

About 30 per cent of all patients with recurrent carcinoma of the breast respond with a reduction in tumour deposits.

On sulconazole, the *Bulletin* says the drug is effective against dermatophyte pityriasis versicolor and cutaneous candidiasis but on present evidence has no real therapeutic advantages over the other imidazoles.

PSNC challenge

Contractors in the North-East want an LPC Conference before the new contract Regulations are put before Parliament.

The No 1 Region Chemist Contractors Committee, representing nine LPCs has unanimously approved the submission to PSNC of a resolution calling for the Conference. LPCs would be permitted to submit motions for discussion and more amendments to any motion in the agenda, the RCCC resolution says.

Survival of the fittest?

I'd like to thank those who were kind enough to write to me about how I proposed to fight off a leapfrogger. On the whole, most think I would not do too well with my programme. Roger Booker, as you know, reckons £3,000 wouldn't be enough, others think my customers already know what my colleagues and I have done for the community. Once more we are back in the realms of publicity. Before we started the NPA campaign, 90 per cent of us (but not me) thought we were already firmly established in the public view. With four years of advertising behind us I think that 90 per cent might be willing to recognise we were not perceived as a unified professional force, merely individuals who were handy when a need happened to arise. We were then not visible to the national consciousness. But I think we are now! Don't you?

What we have to do locally, if the threat materialises, is to make certain we are recognised as having been substantial contributors to the community. I don't pretend to know whether it will be successful, but I'd rather try something now while I have the cash to do it, than whinge into decline ungracefully, hiding my light under a bushel and wondering why I wasn't recognised.

Dorset corset?

There was a long letter in the August 16 issue from a pharmacist member of Dorset LPC, K. Sims, who made criticisms on Rural Dispensing Committee decisions and their effects. I didn't comment last week because it needed thinking about. If I read right, he is saying there is a need for the RDC to apply discrimination and judgment as to the likely effect their decisions will have.

This is rank heresy! No one has the right to suggest that a service, even if it is perfectly satisfactory, should be given any consideration when someone else wants to get in on the act and maybe put it out of business. As for looking at the style or track record of proposed applicants — absolute nonsense. It would be almost like asking a prospective employee for references: we all know no pharmacist would dream of doing that. His last line — where he says we have been misled if the Regulations mean permission is to be granted to anyone who wants to open — strikes an unpleasant note, because going on many of the RDC rulings, this seems to be the truth.... This, I think, consolidates

his criticisms and the positive suggestions he makes about the enhancement of rural pharmaceutical services which we all thought would follow Clothier.

The only light in the gloom is the new contract, which will require new applicants to show that their opening is in response to need (or is desirable) and will apply in rural areas as well as urban areas. This decision serves to confirm the suspicions that we were misled in the wording of Clothier. The idea that proposed contractors should be vetted is implicit in this, for in another point from the same letter, it is pointed out that a company looking for prime sites in smaller country towns could cream off the passing trade so well as to starve out the one or two established pharmacies.

Department store pharmacies undoubtedly do business, but diminish pharmacy to an in-store attraction, rather than a stand-alone establishment. The plea is that we look at the quality of service, and the nature of the businesses offering it. We need to make decisions based on improving it without destroying what we have already, when it has been proven honourable and efficient.

Over again

Return I must to the problem of over-prescribing. I now have over 5 per cent of my elderly receiving three months' supplies at a time. It may not be so bad with some, where they only have Lanoxin, and see the doctor each new script, but with many of the two and three month scripts calling for four and five costly items there is a real wastage.

And then there are "nerve" tablets. I've just had 700 Melleril 10mg returned, every sheet with two or three tablets pushed through at random when the very disturbed patient required a dose. I wouldn't have let her have more than a dozen at a time! I'm wondering if the coroner was shown them. These things trouble me as a pharmacist. There is a case for limiting supplies of drugs, and for allowing long-term medication under some supervision. It is not a conceit to say pharmacists could prove a better informed safeguard than the receptionist. It is a fact.

Unlamented

I don't suppose there will be a dry eye in the pharmaceutical world after the publication of the news that Gx, formerly owned by Glaxo, is to cease trading in its "branded" generics at the end of this month. Here, borrow my hanky! A case of a heist, perceived to be a heist, never reaching the 'heights'?

Cardene caps

Manufacturer Syntex Pharmaceuticals Ltd, Syntex House, St Ives Road, Maidenhead, Berks SL6 1RD

Description Capsules with opaque blue cap and opaque white body, marked "Syntex 20" containing 20mg nicardipine hydrochloride, and marked "Syntex 30" containing 30mg nicardipine hydrochloride

Uses Chronic stable angina, mild to moderate hypertension. Cardene is a calcium ion influx inhibitor (slow channel blocker). Studies suggest its main action is to cause arterial smooth muscle relaxation of both peripheral and coronary arteries. Produces a significant decrease in systemic vascular resistance

Dosage *Adults Angina* Usual effective dose is 30mg three times a day, with a range between 60mg and 120mg, but each patient should be individually adjusted. Starting dose 20mg three times a day recommended. Similar dose recommendations for hypertension. May also be used with diuretics or beta blockers. *Elderly* Titration of dose, starting at 20mg three times a day is advised.

Children Safety and efficacy in patients under 18 years of age not yet established

Contraindications, warnings etc.

Pregnancy and lactation, hypersensitivity to nicardipine hydrochloride. Advanced aortic stenosis. Nicardipine gives no protection against abrupt beta blocker withdrawal, any such withdrawal should be gradual, over eight to ten days. Cardene should be used with caution in patients with poor cardiac reserve. Others as for Data sheet

Interactions Serum digoxin levels may be increased with Cardene. Binding not altered with frusemide and propranolol

Side-effects Generally not serious; most frequent dizziness, headache, oedema of lower limbs, flushing, palpitations, nausea

Supply restrictions Prescription only
Packs 100s (20mg £13.67, 30mg £16.33 trade)

Product Licence 20mg PL0286/0089
30mg PL0286/0090

Issued August 1986

Triamco tabs

Manufacturer H.N. Norton & Co Ltd, Patman House, George Lane, South Woodford, London E18 2LY

Description Flat, peach coloured, bisected tablets with bevelled edges, 9.5mm in diameter, coded "Triamco" around the circumference on one side and a twin triangle logo and breakline on the reverse, containing triamterene 50mg BP

and hydrochlorothiazide BP 25mg

Uses Antihypertensive and diuretic with potassium conserving properties. Control of oedema in cardiac failure, cirrhosis of the liver, drug induced and premenstrual oedema. Mild or moderate hypertension

Dose Adults only, normally occurring reduction in glomerular filtration with age should be considering in prescribing for the elderly *Hypertension* starting with one tablet daily following breakfast and adjusted as required but not exceeding four tablets *Oedema* Starting one tablet twice daily after meals, maximum may be three tablets a day, two after breakfast and one after lunch. Dosage reduced to one tablet daily or two on alternate days when diuresis is established

Contraindications Hyperkalaemia, progressive renal failure, hypersensitivity to constituents

Side effects Possibility of nausea, vomiting, diarrhoea, muscle cramps, weakness, dizziness, headache, dry mouth. May induce electrolyte imbalance, reduction of glomerular filtration rate may occur, acute interstitial nephritis rarely

Supply restrictions Prescription only
Packs 100 (£5.95) and 500 (£29.75 trade)

Product Licence PL0530/0177

Issued August 1986

Ster-zac only 30g

Ster-zac powder, which has recently been reviewed by the Committee on the Review of Medicines, is now only available in the 30g pack. The Committee requested the 225g pack be discontinued because they considered the length of time in use could leave it vulnerable to contamination.

Hough Hoseason have accepted this, though they say they have received no report of such an occurrence during the many years of use. The 225g packs should be used until stocks are exhausted. The company point out that the CRM accepted the recommended method of prophylactic use of Ster-zac, including application to the cord stump, perineum, groin, axillae and flexures of neonates. *Hough, Hoseason & Co Ltd, Chapel Street, Levenshulme, Manchester M19 3PT.*

Three more from Lagap

Lagap Pharmaceuticals have added amoxycillin, hydralazine and pindolol to their range.

The amoxycillin, which carries the brand name Amoxidin, are red and white capsules containing 250mg amoxycillin

packed in 500s (£82.75 trade). The hydralazine tablets come in two strengths — 25mg and 50mg. The 25mg tablets (100 £1.35, 500 £6.75) are plain, yellow, sugar-coated; the 50mg (100 £2.75, 500 £13.75) are pink and sugar-coated.

The pindolol tablets also come in two strengths — 5mg and 15mg. The 5mg tablets (100 £9.06) are white and marked "Lagap" on one side; the 15mg tablets (30 £8.15) are plain white tablets. *Lagap Pharmaceuticals Ltd, Woolmer Way, Borden, Hants GU35 9QE.*

BRIEFS

Hillcross Pharmaceuticals have added erythromycin 125mg in 5ml (100ml £1.38) and 250mg in 5ml (100ml £2.07 trade) suspensions to their range. The products are cherry-flavoured and azo-dye free. *Hillcross Pharmaceuticals Ltd, Primrose Mill, Harrison Street, Briercliffe, Burnley BB10 2HP.*

CP Pharmaceuticals have added a number of sterile injectable products to their range. **Dopamine hydrochloride** is available in 5ml ampoules containing 200mg (5 £21.50) or 800ml (5 £86.25); **glyceryl trinitrate** is available in a 5mg per ml solution in two sizes — 25mg in 5ml (5 £42.50) and 50mg in 10ml (5 £85); and **sodium nitroprusside** is available in a 50mg in 5ml vial (5 £18.25 all prices trade). *CP Pharmaceuticals Ltd, Red Willow Road, Wrexham Industrial Estate, Wrexham, Clwyd LL13 9PX.*

When Theo-dur tablets revert to original licence holders Astra this week, the 200mg tablets will be supplied in a slightly smaller bottle with a green-striped label to aid differentiation from the blue-striped label of the 300mg tablets. *Astra Pharmaceuticals Ltd, Home Park Estate, Kings Langley, Herts WD4 8DH.*

Capoten 12.5mg tablets will be in a new shape from September. The new tablets are slightly mottled, white, flat-faced, bevel-edged, round tablets, each containing captopril 12.5mg, engraved "S" on one side and with a bisecting bar on the other. Existing capsule-shaped tablets should be dispensed and not returned for credit. *E.R. Squibb & Sons Ltd, Squibb House, 141 Staines Road, Hounslow TW3 3JA.*

Moveilat cream and gel will no longer be available in 50g packs when stocks are exhausted. The 100g tubes remain available, say *Luitpold-Werk, Hayes Gate House, 27 Uxbridge Road, Hayes, Middx UB4 0JN.*

There's a new name behind all Luitpold products

panpharma

Panpharma is a newly created British Company which is now handling all Luitpold products; the same team of management and representatives will continue to operate within the new Company.

Full information on request

PANPHARMA LIMITED

Hayes, Middx. UB4 0JN. Tel: 01-561 8774



All change at Numark

Numark have announced changes in their marketing strategy designed to cut prices and strengthen the brand — and Macarthy's will be joining in.

From October most own brand products will be reduced in price by at least 6 per cent, and a new promotion service publication, called Numark Profitline, will replace MEMO and the monthly special offers brochure. Macarthy's will be dropping their Choice package in favour of the new service.

Profitline will feature Keylines, a series of brand leaders at "very competitive prices" say Numark, plus Choice Buy and Family Care Lines, and a selection of Numark and ICML own brand products.

ICML will be progressively converting all the former NPA brands to Numark to strengthen the brand image. At the same time distribution will be widened to all retail chemist customers of Numark franchised wholesalers.

Existing services to members will be retained, for a reduced membership fee of £75 from their next renewal date. There will also be a new monthly magazine called Newsline.

Numark chairman John Forster said: "These moves enable us to further increase ICML's buying power and so stimulate manufacturers to provide more competitive pricing levels. We believe that this in turn will lead to greater consumer benefit and increased profit for all Numark chemists".

Macarthy's chairman Nicholas Ward commented: "We see this as creating a new, clearer marketing platform from which independent chemists and Numark wholesalers can together increase competitiveness and so gain market share". *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

Bickiepegs break the mould

From September 1 Bickiepegs will be available direct from the manufacturer or through wholesalers.

The product is also to be advertised regularly through the year, rather than in short bursts, in mother and baby specialist Press. And there are plans for the product to appear in women's magazines later on, says the company.

Towards the end of this year packaging



is to be re-designed along with dispensers. *Bickiepegs Ltd, Unit 5, Blackburn Industrial Estate, Woodburn Road, Blackburn, Aberdeen AB5 0TZ.*

On display

Shulton have a new range of Pierre Cardin Pour Monsieur display material. The collection comprises a window display card (28in x 20in) and counter showcard (15in x 12in) plus a new tester unit. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks.*

Pennywise economy packs are to be supported with a price promotion of £0.69 for 20. *Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, West Sussex RH19 1UR.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TV Thames Television	TVS South
C4 Channel 4	Bt TV am	TT Tyne Tees

Amplex: C, TVS, LWT, C4, Bt (C, TVS, LWT)
Arret: G, C, TTV
Askit powders: GTV, STV
Dentu-creme and Dentu-hold:

All areas, C4, Bt (ITV)

Grecian 2000: C, TSW, TVS

Imperial Leather: All areas

Jaap's health salts: GTV, STV

Jordan toothbrushes: All areas

Lady Grecian 2000: C, TSW, TVS, ITV

Listerine: All areas

Malibu: All areas

Odor Eaters Trainer Tamers:

GTV, STV, G, C, A, HTV, TVS, TTV

Optrex: All areas

Peaudouce Babyslips: Bt

St Clements soft drinks:

All areas

Signal: All areas

Silkience Style Set: All areas

Super Polygrip: All areas

Simple skin care: C4

Simplicity: All areas, C4

Super Polygrip: All areas

Ulay beauty cleanser:

U, STV, G, Y, C, HTV, CTV,

TSW, TVS, LWT, TTV, C4, Bt

Vidal Sassoon: All areas



Roc on for Autumn

Roc are launching three new products into their hypoallergenic unperfumed range, along with new colour cosmetic shades for Autumn.

Intensive hand care cream (50ml £4.25) comes in launch parcels including tester and trial sizes. Complexion Corrector (£4.25) and Moisturising Fluid Foundation (£6.95) share a merchandiser, containing four each of the four foundation shades and six Complexion Correctors, plus leaflets. POS material is available.

The Autumn make-up range features one new shade each for powder blusher, duo powder eyeshadow, cream eyeshadow, eye pencil and powder eyeshadow, and two new lipstick shades.

Roc's Autumn advertising campaign will run in *Cosmopolitan*, *Woman's Journal*, *Good Housekeeping*, *She*, *Company*, *Elle* and *Woman's World*. *Laboratoires RoC (UK) Ltd, 13 Grosvenor Crescent, London SW1X 7EE.*



Poly Papilloten hairstyling kits are being repackaged in see-through wallets with new style graphics. The spray is now available separately. *Warner-Lambert Heath Care, Mitchell House, Southampton Road, Eastleigh, Hants*

September specials

UniChem's next Passport to Riches promotion runs from September 1 to 30. Products are:

Baby Wet Ones; Bristows hairspray; Dr Whites looped; Durex; Gillette Contour GII, Harmony colourant; Lemsip, Mucron; Mum refill/roll-on/stick solid; Night Nurse/Day Nurse; Nurofen; Right Guard aerosols/roll-on/stick/solid; Super Softies; Tampax; Velvet perm

Profit Power items available during September are:

Afrazine; Air Pilo insoles; All Clear shampoo; Anbesol; Andrex 2 roll; Astral cream/lotion; Band Aid clear/fabric/washproof; Beauty from within; Beechams Hot Lemon, Brut 33; Buf-Puf; Camay soap; Carylderm; Colour Confidence; Compound W; Contac 400; Cymalon; Dextrosol; Double Amplex capsules; Dr White/Contour/Maxi/Secrets; Erasmic sticks/Superfoam; Euthymol toothpaste; Fastida; Fesovit; Freezone; Fresh Step insoles; Glovelles; Handy Andies; Harmony hairspray; Head & Shoulders; Hidden Comfort; Impulse body spray; Junior Paraclear; Kwells; Libresse Pennywise; Listerine; Lynx deodorant body spray for men; Metatone; Minima; Napp Comb; Nappy Sacks; Crest tartar control toothpaste; Discover 2; Palmolive foam bath, shampoo, shave creams, shaving sticks and shower foam; Pampers; Paraclear; Potlars calarrh pastilles; Predictor Colour pregnancy test kit; Prioderm; Radox moisturising range; Sensodyne-F toothpaste; Signal toothpaste; Sine Off; Speed Stick; Solpadeine; Suleo; Topol smokers toothpaste; VO5 shampoo; Vaseline petroleum jelly; Vidal Sassoon styling gel

and mousse; Vivas body spray; VO5 conditioner and hot oil merchandiser; Vykmim; Zest Soap.

Sundries for the month are:

Bathel; Benjy babyware; Cannon Babysafe & new Avent range; Culmak shaving brushes; Dylon dyes; Jordan toothbrushes; Lady Jayne stands; photo albums; Safe & Sound baby listener; Supa Snips scissors; Tommee Tippee Fun 'n Learn; Unichem feeding bottles.

Sangers on the line

Sangers Photographics are to test market Audioline telephones, an exclusive to the company, and are offering an initial package to photodealers.

At £24.90, the starter pack will include six one-piece and two-piece telephones, with or without memory, plus an Audioline model 101 free. At an rrp £209.93 the starter pack gives 31.6 per cent on return, more than double the profit on an average SLR, says Sangers.

This move opens up a new market for the independent photodealer, offering excellent margins at retail prices that compete with multiples, says the company. The Audioline range is British Telecom



approved and has a one year guarantee.

Announcing the move, Eddie FitzGerald, Sangers managing director, said, "for photodealers looking for ways of expanding their trade at low cost this offer is an open sesame to increased store traffic and profit, coming at a time when the leisure market is showing steady growth and the public is increasingly aware that it's cheaper to buy a telephone than to pay rental." *Sangers Photographics Wholesale Ltd, Priory House, Pitsford Street, Birmingham B18 6LX.*

From September 1st, 1986 Bickiepegs have a new distribution system.

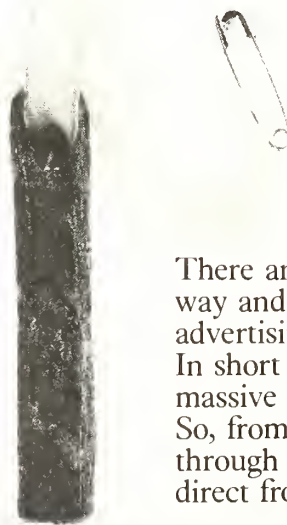
And we promise no teething problems.

We've taken a long look at how better to sell Bickiepegs.

How better to get the product to you.

And how better to get the customer to the product.

Our answers are to bring distribution back under our own roof and to redesign everything except the product itself.



There are new packs and dispensers on the way and a robust nationwide full colour advertising effort is now running.

In short we are aiming for a substantial to massive increase in our sales. And in yours. So, from now on, order your Bickiepegs through your usual wholesaler or direct from us.

Bickiepegs

Unit 5, Blackburn Industrial Estate, Woodburn Road, Blackburn, Aberdeen AB5 0TZ, Tel. 0224 79626



And hair is the News...

Schwarzkopf are launching News, a combined range of styling and colouring products aimed at the young consumer of both sexes.

The range comprises Super Strong styling mousse (150ml £1.49); Super Strong styling gel (150ml £1.75); Long Lasting Wet Gel (150ml £1.29); Super Strong styling spray (150ml £1.29); hair and body glitter gel (100ml £1.75); hair colour spray (75ml £1.75) and hair mascara (16ml £1.95).

Schwarzkopf say they aim to capitalise on the trend for more individual looks with the styling products, while the colourings are seen as a fun product, aimed at the consumer who likes to experiment. Both hair colour sprays and mascara come in four colours and should wash out easily, say Schwarzkopf.

The glitter gel can be used on wet or dry hair to hold as well as add sparkle and the wet gel contains a sunscreen.

The company say the packaging has been designed to appeal to both sexes, though advertising will be focused on young women's magazines. A £600,000 promotional campaign beginning in September will include a free sample of the styling gel in November's 19 and competitions and other promotions are planned for later in the year. POS material for the range includes a leaflet giving ideas on how to use the products. *Schwarzkopf Ltd, Penn Road, Aylesbury, Bucks HP21 8HL.*

Kingswood have a scratch

Kingswood are running a competition called Scratch Match, with 30,000 spot prizes and a first prize of a weekend for two in Paris.

Scratch Match cards are available at each branch, and the consumer scratches off two squares, revealing pictures of products. If the pictures match, the prize is the product shown. To win the first prize,

consumers have to collect letters (two on each card) to spell out the word Kingswood, and then enter a draw. The competition has been sponsored by companies including Elida Gibbs, Faberge, Kodak, Wilkinson Sword and Crookes. *Booker Pharmaceuticals, Healthways House, Station Approach, West Byfleet, Surrey KT14 6NE.*

Safety in the sun

Teledyne Water Pik have developed an ultraviolet sensor, designed to warn users when they run the risk of sunburn or more serious skin damage.

The sensor can be adjusted to accommodate different skin types and take account of protection creams used, it is claimed. A high-pitched intermittent alarm sounds when the safe exposure time is up, and a second alarm goes off when the suntanner reaches the point above which damage can be done. *Distributors: A&E Services, 6 Havelock Place, Harrow, Middlesex HA1 1LJ.*

Ciba build on sun blocks

Ciba have added tinted sun block (30ml £3.75), SPF15 Glacier cream (30ml £3.50) and a new size after-sun cream (50ml £2.95) to the Piz Buin range for Winter. *Ciba Consumer Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex RH12 4AB.*

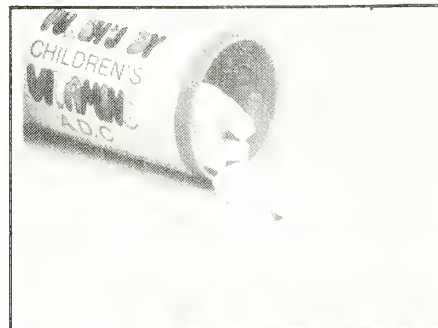
Dettol to deal with dirt

Reckitt Products are launching a new household cleanser which they claim will not taint food.

Dettol (375ml £0.75, 750ml £1.14) is colourless and odourfree, and recommended for use on all surfaces where food is prepared, including the interiors of microwave ovens and fridges, say Reckitt. It can be used diluted or neat.

A women's Press campaign runs during October and November, offering a 15p off coupon, and a booklet of coupons redeemable against various Reckitt brands will be available with proofs of purchase.

From November there will be an on-pack offer of a free kitchen knife, and television advertising will stress the variety



Maws pack a Punch for kids

Maws are launching children's vitamins under the Punch and Judy name brand, to be supported by a £150,000 Press campaign.

Maws say the vitamins market is now worth over £50m and around 22 per cent of products sold are children's vitamins.

Punch and Judy vitamin tablets are intended for children aged three years and over, says Maws. They contain vitamins A, D and C, are sucrose free and sweetened with xylitol. The tablets are chewy and flavoured strawberry, orange and blackcurrant.

The vitamin tablets come in tubs of 60 tablets (£1.70) — enough for two months.

Press support for the product runs from November to March in specialist and baby and women's general interest Press, say Maws. POS material is to be available, including wobblers, shelf edgers and a fold flat display card/six pack merchandiser in the same graphic style as the packs. *Distributors Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.*

The London Herb & Spice company have introduced Maté, a South American tea. *London Herb & Spice Co Ltd, 18 Selsdon Road, South Croydon, Surrey CR2 6PA.*



of uses for the product. The £3.1m campaign runs until April. *Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.*



Scholl put best feet forward

Sandals with elasticated upper and ankle straps (£24.99) are among Scholl's Spring range 1987. Colours are white lady, iced coffee, blue lagoon and mint julep.

Two more innovations for Spring are the Active Leisure sandal (£15.99) with two-tone fabric uppers on a low-heeled base, in denim or lemon, and the Natural Scholl sandal (£24.99), with leather uppers, pigskin sock and padded footbed, in terracotta, barley or fern.

The existing Soft Step range on slimmer, lightweight bases will feature one new colour, pale blue. *Scholl (UK), 182 St John Street, London EC2 1DH.*

Sounding out the competition

From September to November purchasers of Drakkar Noir after shave or edt could win JVC audio and video products.

A £0.5m national Press advertising campaign running through to December and POS material will be supporting the competition. A JVC super techno system and four runners up prizes of JVC-C video cameras are up for grabs each month. Suppliers *Parim Ltd, 14 Grosvenor Street, London W1X 9FB.*

A bit more of the Flannel

A new range of Grey Flannel display material featuring the 'Man In Grey' will be available this month. Items include counter display unit, tester, window card (28in x 20in) showcard (15in x 12in) and two sizes of sample: 50,000 sample cards mounted with 2ml cartoned vials, and 250,000 fragrance encapsulated cards.

The new material will be on counter to coincide with the Autumn Press advertising campaign which begins with double page spreads in the *Sunday Times* and *Observer Colour Magazine* in September, and runs through until the end

of October in *Harpers & Queen, Tatler* and others. *Shulton (GB) Ltd, Alexandra Court, Wokingham, Berks.*

Cream in colour

Sudocrem antiseptic cream will feature in full colour advertisements for the first time this year. The campaign, focusing mainly on nursing publications, breaks in October. The product will also be featured at professional exhibitions, and a sampling programme is planned for the Autumn.

David Anthony Pharmaceuticals Ltd, Edwards Lane, Speke, Liverpool.



The following column lists advertisements for chemist merchandise appearing in the the IPC women's Press in September. The magazines are divided into weeklies (W), monthlies (M), and teenagers (Y).

Ashe Labs Amplex	W	MY
Sucron		M
Beechams Badedas		M
Bowater Scott Bodyform	W	
Libra		M
Bristol Myers Glints		Y
Chanel Diva		M
No 5		M
Charles of the Ritz		M
Chattem Sun-in		Y
Chefaro Endocil	W	M
Predictor		Y
Chemist Brokers TCP		Y
Chesborough Ponds Pastale		M
Thomas Christy skin care		M
Clarins		M
Clinique		M
Combe Lanacane	W	M
Slip-stops		M
Vagisil		M
Cow & Gate	W	
DDD Blisteze		Y
Dentinex	W	
Stain Devils	W	
Christian Dior		M
Elida Gibbs Harmony	W	Y
Sunsilk		Y
Timotei	M	Y
Esthetic cosmetics		M

Le Clic on TV

Le Clic, the fashion disc cameras (£29.75) in four colours, will be appearing on Thames television from September 1 until October 17. There will also be full colour pages in *Company, Just 17, Blue Jeans, Mizz, Look Now, 19, Smash Hits, Cosmopolitan* and *Miss London Weekly*, until November. *Le Clic Products Europe Ltd, Division of Keystone Cameras Europe Ltd, Ashville Way, Cambridge Road Trading Estate, Whetstone, Leicester LE8 3NU.*

Ethichem Witchstick			Y
Evans Mycil	W	M	Y
Eylure Easy Nail			Y
10-0-06			Y
Gillette Silkience			Y
Givenchy		M	
Glaxo Zepets	W		
Health & Diet Head High		M	Y
Houbigant Ciao		M	
Lutece		M	
Johnson & Johnson Carefree			Y
G R Lane Quiet Life	W		Y
Lanvin Arpege		M	
Caron		M	
Estee Lauder		M	
Lilia White Lil-lets			Y
Mason Pearson			Y
Max Factor		M	Y
Mentholatum Stop'n'Grow			Y
Network Sally Hansen			Y
New Era	W	M	
Nicholas Labs Almay			Y
Parim Noisomes		M	
Reckitt & Coleman junior Disprol		W	
Senokot	W		
Supersoft		M	Y
Redken perming products			Y
Revlon		M	Y
Nina Ricci L'air du Temps		M	
Rimmel		M	Y
Robins Seba Med			Y
Roc		M	
Yves Rocher	W		
Helena Rubenstein			
Existance		M	
Vidal Sassoon			Y
Schwarzkopf			Y
Marie Stopes			Y
Tampax	W		Y
3M Health Care Buf Puf	W	M	Y
Unipath Clearblue	W		
Vichy		M	
Wella	W		
Windsor Dulcolax	W	M	
Worth		M	
Wyeth Labs	W		

WIN a Millionaires
Fortnight in Florida
PLUS A CHANCE TO WIN
£500,000
in the **LOCTITE**
BIG MATCH

LOCTITE

ADHESIVES PROVED
IN INDUSTRIAL
USED IN THE HOME

Getting stuck on the good life

Loctite are running a competition offering consumers the chance to "live like a millionaire" for two weeks — with the chance to win a further prize of half a million pounds during that fortnight.

The promotion centres on Superglue 3, which will feature a special pack containing a "spot the ball" game card. Buying the pack entitles the consumer to place one cross on the card, and further crosses can be gained with proofs of purchase from the whole Loctite range. There is also a tie-breaker.

First prize is a family holiday in Florida, including £2,000 spending money. During the holiday, one member of the family will have a chance to score a hole in one on the Doral Country Club golf course, with half a million pounds as the prize if they manage it. Free golf tuition will be available, if required.

The promotion will be backed by a £100,000 national Press advertising campaign, and new POS material. *Loctite UK, Watchmead, Welwyn Garden City, Herts, AL7 1JB.*

Taylor made for Christmas

Presentation boxes of five handbag-size bottles of toilet water (£5.95) or perfume (£7.50) in five floral fragrances are among Taylor of London's Christmas offerings.

Other products include: an assorted pack of bath seeds; six bath seed sachets and talc (£5.45); a gift set of three small envelopes of crushed flowers and perfumed oils with a matching wardrobe sachet complete with a hanger (£6.25); lemon verbena pot pourri in ribbon trimmed boxes (£1.35, £2.95, £3.95 or £8.25); Mrs Mop and Bedtime characters

join the Teazle people; lace sachets (£2.45) now in freesia, lavender, rose and lily of the valley fragrances; soap petals (£0.75); and for men a gift set of three envelopes for the drawer and a matching wardrobe sachet (£6.25). *Taylor of London, The Dean, Alresford, Hants.*

Top ten for October

October's Vantage top ten offers are: Cow & Gate baby meals and desserts; Alberto VO5 shampoo and conditioner twin pack; Colgate dental cream and toothbrush; Pennywise, Wilkinson Sword, Toni perms, J&J baby powder, Polycolour Polytint, Polyblonde, Polyfair, Kleenex, Cream Silk conditioner and Pampers.

These offers will be advertised in the TV Times, and the £1m Vantage "Waltons" campaign is still on national television. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Christmas pudding for all

A vegetarian/vegan Christmas pudding is available from Original Norfolk Punch Ltd.

Free from alcohol, preservatives, artificial colours and animal fats, the pudding contains dried fruits, ground almonds, molasses, citrus peels and oils, wholemeal flour, vegetable oil, and over 30 herbs and spices. There is a small size for people living alone (125g, £0.75) and a family party size (600g, £1.99). *Original Norfolk Punch Ltd, Welle Manor Hall, Upwell, Norfolk PE14 9AB.*

More gold from Kodak

Kodacolor gold film is to be available in a 200 ASA speed.

The film is now being delivered to dealers and will be available at the same price as VR film. It is particularly suitable for the current generation of automatic 35mm cameras including Kodak 35mm compact models, say the company. The new speed film comes in 135 format 12, 24 and 36 exposures, and in 100 cartridges. The 126 format will be available later this Autumn, say *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU.*

Carrying the torch

Crompton Vidor are launching new ranges of torches which they say is part of a new aggressive marketing stance.

The Phaser range comprises three torch sizes and a compact general purpose lantern. All four come in blue and black livery, as does the Target torch, suitable for pocket, car or home use.

The Dazzler range comprises the Dart, the Demon and the pocket-sized Lumette. Demon and Dart are displayed in a shrink-wrapped counter-top display box designed to protect the product, allowing the torches to be viewed without encouraging theft. The Lumette comes in a counter-top dispenser carrying 20 torches. *Crompton Parkinson Ltd, Woodlands House, The Avenue, Cliftonville, Northampton NM 5BS.*

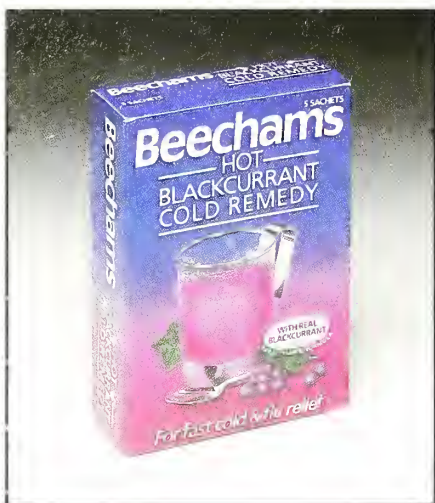
A and D from Seven Seas

Seven Seas Health Care are launching a vitamin A and D supplement in September.

The blend of halibut and cod liver oils will be targeted at younger buyers and marketed as a beauty supplement. It will be advertised in the consumer Press.

The 60-capsule tubs (£1.69) will be packed in a counter unit containing other vitamins from the Seven Seas range. The front of the dispenser shows a scene from the latest television advertising for the range. *Seven Seas Health Care Ltd, Marfleet, Kingston-upon-Hull HU9 5NJ.*





Beecham get fruity with flu

Following the relaunch of Hot Lemon last year, Beecham are now launching Hot Blackcurrant in a bid to capture more of the hot drinks sector they say accounts for 52 per cent of the colds market.

The active ingredients, as in Hot Lemon, are paracetamol, caffeine and vitamin C. The packaging too follows the same theme and highlights the Beecham parentage and the inclusion of "real blackcurrant" in the flavour. Available only in a five sachet size, it retails at £0.92.

Hot Lemon and Hot Blackcurrant will appear in a £1.5m national television advertising campaign, in ten and 30-second commercials, starting in November. *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, TW8 9BD.*

Duofem debut

Duofem is a re-usable pantie with an integral absorbent liner.

The product comes in two styles and in white or pastel colours. It is intended for active younger women, say suppliers *Ganmill Ltd, 38 Market Street, Bridgwater, Somerset TA6 3EP.*

Sno*man is an island

For Christmas Macdonald's 90g economy cotton wool pleat features a sleeve which can be cut out and assembled with cotton wool into a Mr Sno*man decoration.

In addition, the first 150 people to write to the address shown on the packs will receive a free pack of Childsplay adhesive, recommended for assembly of the decoration.

Each case of 25 Mr Sno*man packs will be available at the normal pack price while stocks last, say Macdonald. Distributed by *Wellcome Foundation Ltd, Crewe Hall, Cheshire CW1 1UB.*

Ilford on the right track

In keeping with their racetrack activities this year Ilford provided a black and white processing service at the Shell Oils British Grand Prix recently using two mobile air conditioned darkrooms. The company are also sponsoring Radio One DJ Mike Smith driving its Escort RS 1600 turbo at various race meets through the year. *Ilford Ltd, 14 Tottenham Street, London W1P 0AH*

Bristol-Myers to clean up?

Bristol-Myers is launching a Mr Muscle brand of household cleaning products, to be supported by a £1m national television campaign, according to a report in last week's *Marketing Week*.

The range is reported to include a fridge and microwave cleaner, a ceramic tile restorer and drain opener. A new oven cleaner and concentrated kitchen cleaner are also to be introduced, says the article.

Honeyrose herbal cigarettes are to be available from Vestric, and national advertising is planned for the brand this Autumn, say *Honeyrose Products Ltd, Creeping Road, Stowmarket, Suffolk.*



Granose are introducing soft muesli bars in apple, chocolate chip, hazelnut and hazelnut & almond varieties. Packs contain three individually-wrapped 25g bars (£0.59) and have a six-month shelf life. *Granose Foods Ltd, Stanborough Park, Watford, Herts WD2 6JR.*



Clearasil set to go pop

Promotions with a pop music theme will be featured on the Clearasil range in September.

A voucher for £1 off pop concert tickets and a free poster will be offered for two tokens from promotional packs of Clearasil deep cleansing milk, lotion, cover stick and soap. The vouchers can be redeemed for tickets to concerts organised by promoter Harvey Goldsmith.

Clearasil skin-tinted and white vanishing cream will carry a Sacpac special offer. The Sacpac is a belt with a removable bag for carrying a personal stereo and cassette or a camera, and is offered for £3.50.

Another burst of television advertising begins in October. *Richardson-Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW.*

Get it taped

Micropore surgical tape is now available in AAH's 60-strong Family Health range. The Family Health pack of Micropore tape, which will be recognised easily on pharmacy shelves, is available in 1.25cm, 2.5cm and 5cm widths, all in 5m lengths. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7.*

On the record

From October to December purchasers of Fidji eau de toilette 50ml couture atomiser will receive the John Williams record "Le Grand Classique". *Parim Ltd, 14 Grosvenor Street, London W1X 9FB.*

Syntex have appointed De Witt International to take over the sales, marketing and distribution of Pulmo Bailly expectorant, Bengue's Balsam, Metanium ointment and Nestosyl ointment. All orders should now be directed to *De Witt International, Seymour Road, London E19 7LX.*

Distribution of Chicco baby products has been taken over by Addis. The range is still imported by Dantoll Ltd. *Addis Ltd, The Brushworks, Hertford.*

For the very best in
Haircare Accessories
.... Pick a card !

Lady Jayne



LAUGHTON ENGLAND

1J430

Pack Pat. No 1 534 273

Laughton & Sons Ltd., Warstock Road,
Birmingham B14 4RT

PHILIPS



THE HP2505 TRIMMER IT'S SO GOOD YOU'D THINK

WE'VE given our new HP2505 trimmer super-sharp stainless steel blades for a long life.

We've given it a five position trimming depth guide which clicks into place on the cutting head, and allows

anything from a moustache and sideburns to a full beard to be trimmed with equal ease.

We've given it battery power to allow its use anywhere, anytime.

And to complete the package we've included a special angled



PHILIPS. THE BIGGEST NAME IN SMALL APPLIANCES.



ER FROM PHILIPS. K IT WAS A PHILISHAVE.

comb and a handy wall-mountable
holder that neatly keeps everything
together.

You may think that all this costs a
great deal too. Not a bit of it.

At around £19.95 we believe it
presents excellent value for money,

so place an order now. Call
the Philips Sales Hotline
on 01-689 2166 Ext. 8020.

After all with the trend
for "designer stubble"
growing, your sales
can only grow too.



PHILIPS. £25 MILLION ADVERTISING THE NAME IN 1986.

Plug in and be positive

You're boring. You're missing out. Pull your socks up and get those electricals onto your shelves.

No, these exact words were not spoken by any frustrated manufacturers interviewed for this year's electricals review. But this was the distinct impression left with C&D of the producer's view of the retail chemist. Not for the first time, small appliance companies have felt obliged to warn chemists of lost opportunities and profits. They feel they can put a very strong case for stocking their products out front. Now read on...

Braun flex their muscles

"We support the market place in a way no other manufacturer can claim to do," is John Hadley, the new marketing director's claim. "We do some very heavyweight advertising and, although I feel in my gut I could do this job without the advertising, it's extremely important to maintain that brand building. We're not cowboys. We build the category, and then we maintain it."

This year's Winter spend claims to include £1.9m on shavers; £1.3m on the haircare range, with £900,000 on the Independents range; and £750,000 on hand blenders — but more about that later.

The chemist should be looking closely at two particular areas — apart from the personal and hair care sectors — says Mr Hadley. "Oral care is an absolute must for chemists' personal recommendation. I see the potential for the electric toothbrush business as huge. It's a different form of selling — it needs the professional atmosphere. There's a massive education job to be done; a lot of people switched off from this area some years ago, when there were inferior products on the market. But usage and trial is the best method. We'd like chemists to get behind the toothbrush, and hopefully we'll have an interesting package to enable them to do so."

Another sector Braun are keen to point towards the chemist is hand blenders. "We've got about 95 per cent of that market," Mr Hadley claims. "It's absolutely ideal for weaning mothers — a real

Braun are very proud of the way they pump lots of money into advertising and promoting their products. Proud, but — it's occurred to them — not loud enough. So it's a noisier, more aggressive Braun now prepared to shout about a £10m plus spend on their Christmas package across the product range.

opportunity area for chemists." Braun — along with a few other companies — are cashing in on the designer stubble look, with a new, rechargeable beard trimmer for £29.95, and in the shaver category the Philips-Braun rivalry starts raising its head: "On shavers we are number two to them; they got ahead with Tracer — but we are coming back. We're the leading manufacturers of battery shavers. This area will have a new TV ad and a strong on-pack offer."

For the other point of view, see the Philips interview, below.

So, with all the spending and the bright ideas, Braun would like to know, why doesn't the High Street chemist step up his interest in the market? The June distribution survey commissioned by the company has shown some disappointing trends. Checks are made by looking for *any* product within each category out on display. According to this method, chemist distribution (not including Boots) of men's electric shavers

dropped from 72 last year to 63 per cent, while the figure for all outlets reached 81 per cent. Spare parts, such as foils and so on, only managed 17 per cent in chemists. Granted, the total outlet distribution was only 28 per cent, but Mr Hadley insists: "This is a very suitable impulse purchase in the chemist shop. It's the sort of thing you remember while you're in there buying shampoo, or whatever." Ladies' shavers, while static at 73 per cent nationally fell five points to 57 per cent in chemists (though Braun say their own products are shown to be up eight points, at 46 per cent). Haircare is a better story, with pistol grips distribution up eight points to 78 per cent in chemists. "But they're still well behind national outlets. They average 89 per cent, and that compares with department stores at 97 per cent."

And how do the "absolute musts" — electric toothbrushes — fare? They're down two points to 28 per cent in chemists — slightly over the national average of 24 per cent. With department stores reaching 56 per cent, Mr Hadley believes the chemist figure should be soaring into the 80s.

"Overall, what this seems to show is that they're either not getting the coverage or it's a percentage margins issue," is his conclusion. "There may be an absence of direct coverage. Most chemists rely on wholesaler supply for distribution. It doesn't appear that this is happening. I think we're the only manufacturer in small appliances with a field sales force."



That Don Johnson look?... Braun's beard trimmer has a setting — as have the other manufacturers' trimmers this year — which allows a trendy three-day's growth

Philips trace the young shavers...

"There's too much business concentrated in too few outlets. The chemist has a natural ground for high traffic, and he could do a great deal with products like shavers."

So says Adrian Fleetwood, personal care marketing manager at Philips. He works in the Home Appliances group, recently formed to combine the company's small and major appliance divisions. Among the plans lined up to remind chemists — and customers — of the attractions of the shaver sector, are a cash back offer on Philishave from September, and a promotion combining a Ladyshave kit with a Fidji EDT atomiser. The latest Ladyshave package — the beauty set — retails at about £24.95 and there's a men's deluxe Philishave gift pack on the way, offering a clock, mirror and shaver for £79.95. It's an area Philips are eager to push the chemist's way. They claim a 42 per cent brand share of the men's shavers market for the year to April — putting Braun at 29 per cent. And in the ladies' shaver market they put their 1985 share at over 50 per cent, followed by Braun at 21 per cent.

The Philips-Braun contest seems to loom quite large on the electricals scene. This is Mr Fleetwood's view of the situation: "Braun have developed to a fine art their way of conveying that we're only just ahead. We felt we should produce figures on an annual basis to correct this impression of being only a whisker away. They were quicker off the mark two or three years ago with rechargeables. But we woke up to the fact, and when we did..." The launch of Tracer, priced at £15.95, marked Philips' move towards the youth market, and from the women's side, a young pink or green lightweight model — the "16" — is slotted in at £8.95.

But what about the chemists?

Philips, who are one of the companies using BDC (see below), used to work through Sangers, before the wholesalers rationalised their business. Now they're exploring other wholesale channels. More specifically, on the retail side, it's the female personal care shoppers who particularly need the chemist's expertise, says Mr Fleetwood. "You go into any Boots and most of the staff are women. They've stocked the

Japanese manufacturers and we outsell them seven or eight to one. Buy a couple of Japanese shavers and they'll just sit there."

Last year Braun told *C&D* of their efforts to even out the heavy seasonality of electricals sales. John Hadley seems to have come to terms with the problem. "We would like to change it, obviously — it's much nicer to have a less seasonal base, but it's working against the tide. And Christmas is getting later and later. Instead of buying from the end of October, consumers wait for the big rush in the second week of December. That's one reason we're going for very big customer deals and promotions — to get them to buy earlier. But seasonality is still very strong; you've got to move the stock off the shelves."

So the chemist should look out for new areas to tackle and established areas to review. "There are several thousand out there not taking advantage of a huge market," Mr Hadley warns. "In the main, selling Braun products is a very comfortable way of making money, because you know the consumer's happy with it. And we're putting money where our mouth is," he adds — just in case the message hasn't come across yet — "Nobody's anywhere near us in spending."

"Margins are very low compared to other products. But there is the advantage of fairly hefty cash profits to be made."

Braun have been working with Pharmagen for some four years, and shavers' product manager Lyndon Evans explains: "Before that they weren't really stocking small electricals in any great depth. There were about 8,000 chemists out there without any real access to the market. It's good for them to deal with wholesalers they already deal with."

The independent image

He agrees that independents could do a lot more to exploit their image. "In the past three to five years the opportunities have opened up in terms of service. Products are getting more complex — but it doesn't take long for a retailer to look at what they do. The independent has a whole lot of credibility. There's a different environment in the chemists, and people aren't afraid to ask, 'What does this do?'"

Mr Evans also sees the margin issue cropping up: "It's a very tight margin business, and some retailers don't seem to support the brand leaders. They're chasing the margins, which is very short sighted. Look at shavers — compare us to the nearest

range, and know a great deal about it. That can apply to any independent chemist. A woman wouldn't feel half as comfortable talking to some chap in a hardware shop about products for personal use. We need to say to the chemists: for goodness' sake, have a go at it."

He does see the snags, though: "In a perfumery a customer pays £50 and £25 is straight margin. With our stuff, a £50 product is lucky to make 20 per cent. That is a bit of a stumbling block — but it may have blinded people to the opportunities. Because, if you take mains shavers alone, there'll certainly be 1.9 million units sold this year. With TV spending and Hitachi coming back to the market, it might even tip over the 2 million mark."

Mr Fleetwood is another believer in high advertising spends, who finds frustrating the waves of Japanese products hitting the market. "They tend to come in without generally spending money on adverts, so they can give good product offers and discounts — but they're not investing in, or building the market."

But, he concedes: "The ingredient of competition — and particularly from the Far

Shaving as a luxury, not a chore, is the idea of Philips' deluxe and beauty sets



East — has sharpened everybody's brains."

As for the price element, Mr Fleetwood emphasises the importance of keeping them "good and healthy. It makes good margins and generates money to promote and advertise and reinvest. The public recognise this and are prepared to pay that premium." But here, again, there's an opportunity for independents to grasp: "If we say something is £52.95, it tends to be that the length and breadth of the country. Someone out of town could set it at £54.95 and get the extra quid, no trouble. No-one's going to bus from Harrogate to Leeds to save a few quid."

And here's another tip: "We're introducing new products and refinements all the time. Our main customers tend to do their ranging and selection for Autumn the September or October before — almost a year's difference. So they can't always handle recent products until Whenever. But these are available now. So this is where smaller shops can pick up and get ahead."

But Mr Fleetwood's main message to the chemist is: grab the traffic. "Part of Boots' secret is that people keep going in on a regular basis," he points out, adding: "But Boots aren't everywhere."

A promise of wholesale support

The independent chemist may be slow off the mark from many producers' point of view. But Rysiek Tomczyk, marketing director of electrical distributors BDC, thinks a new breed is on the way.

"He's out there now, flogging his perfume with his pills, he's got into health foods — he doesn't hang about. You've always got the dark and dingy shops. But some of the chemists we've got on our roster put other retailers to shame."

By the same token, Mr Tomczyk believes the manufacturers are increasingly doing their own bit by putting business together to suit the pharmacy. "They now realise that they're getting into the clutches of the big outlets, and they need more spread. They're looking around, saying, 'Who can sell our stuff?' Maybe chemists can't individually sell as much as superstores. But together they can."

BDC recently invested £2m in an expanding and updating programme. An extra 70,000 sq ft has been tacked on to the North London base. And £750,000 has gone on modernising their centralised computer system. Mr Tomczyk has great faith in new technology and investment; the BDC newsletter is mapped out using direct input, the layout techniques which have caused such controversy on Fleet Street. But then,

innovation has been the company boast from the start — though it often means a good deal of persuasion for sceptical customers. "When we told people, 'There'll be no reps out there,' they said, 'Am I not worth a rep?' They thought we were short-changing them. It takes a few years to see that we will be with you for the rest of your career."

BDC use a monthly magazine to communicate with the retailer, giving details of price promotions, products features and advertising. Next year they hope to bring in a "stockbrokers' version" — noting market movements. The firms using BDC can include their names among those advertised through a loose insert system in trade magazines.

And, again, Mr Tomczyk can see that the chances are out there, waiting for this "new breed" of enterprising chemists to take the pickings. "There is a fair amount of aggressive selling by Underwoods and Boots — but that's never stopped successful chemists from branching out on their own. Why shouldn't the chemist outsell, say, a Comet? I can't think of any other retailer in the High Street with more trust given by the consumers. They take his tablets, for Pete's sake! He must be able to advise them on the best use of an electrical appliance."

BDC's Telstore system uses computerised ordering, inquiry and data transfer, and is being set up in three phases. The first gave Harrods access to their

computer base, letting them key in to details of stock, deliveries and product news. The second brings the supplier-retailer link, and the third introduces the video display into retail business. The idea is that a shop assistant can call up visual colour displays of the various products available; the customer just watches, chooses and buys.

Caution in the face of change something which doesn't unduly bother Mr Tomczyk. "It's like cashcard shopping. At first no-one wanted to know; then suddenly it's all the rage."

Time marches on

The march of progress apart, BDC believe they suit the chemist's needs because of the experience of this market. "Many years ago," Mr Tomczyk explains, "a lot of chemist wholesalers went bust in electricals. They weren't large enough to do the right job. So the chemist gets the choice of using existing pharmaceutical wholesalers who have been ducking into the market and ducking out again. This business can't sustain the wholesalers' margins. BDC were born and bred on low margins and can live in the area. Our ranging is such that we can supply the leading brands, so there's a real market."

The company claims more requests from producers to increase activity in the chemist world — "They feel they have not done enough to foster that business."

Creating a new image

Pifco stopped and stared at their image recently, and decided it was time for a fresh lease of life.

Their merger with kitchen appliance firm Salton last October gave them the chance to sort out a new identity, regroup existing products and launch a haircare range aimed at younger shoppers.

Pifco started up in 1900 as the Provincial Incandescence Fittings Company, and though a public company, they're still family-controlled. Over the years the firm has moved from gas mantles to hairdryers in the '30s, to Christmas tree lights, and into the kitchen. It's the traditional, well-established

name that had lately become something of a millstone around Pifco's neck. As marketing services manager Alan Bowers explained, "Pifco is the name on girls' mothers' hairdryers. Back in the early days we were making dryers, and Morphy Richards were making dryers. Now you've got a lot of companies, coming into the market and bringing the fashion element. We had to look for the gaps in the market and bring the Pifco name back to that narrow segment of 15 to 25-year old users."

To mark this younger image, the company set up a new secondary brand — Creations — and started the line-up with a collection of high power hairdryers ranging



The young ones: Pifco's new brand aimed at the younger generation

Specialised wholesalers could not give the required coverage, says Mr Tomczyk, arguing: "Look at their balance sheets. Their margin requirements are nothing to do with mine. We're streets apart. I can't think of anyone who's been in the business and expanded it. We have, year after year."

Despite the confidence, Mr Tomczyk is aware of the doubts which may niggle prospective retail customers. "We're up against the Unichems; they have their own computerised invoicing. The chemist has to open an account with us and pay us separately. That's quite a commitment and an additional burden in time. But stay with me and you're building my business — so it's worth all our whiles." An own brand — Micromark — takes BDC into the "weaker" areas of the market with flykillers, table lamps and torches. No need for the big boys in their books to get the sulks, says Mr Tomczyk — the brand is filling a gap and doesn't touch their territory.

But expansion plans might just be afoot sometime in the future. And, anyway, BDC has been used to coping with wary manufacturers, so he baulked a little at the idea of being

banded together in a general newsletter collating product information. "There's always a hard patch where people are reluctant to be controversial, because there's a vested interest," admits Mr Tomczyk. "But it only takes one or two to be hard-hitting and the rest say: 'My turn next'."

For the future, he predicts a shift of balance in the electricals manufacturing world. "There's going to be a rationalisation towards the multinationals, squeezing a lot of secondary brands out of the way. These will be fighting each other for the remaining business and there'll be a lot of people knocked to one side."

And in the meantime, a cheering word for the beleaguered chemist: "It's very easy for other people to keep telling chemists how to run their businesses. I'm sure there are many laggards who don't want to experiment, or broaden their customer base. But at the end of the day, the best retailers make themselves the best. There are some chemists on my roster doing remarkably well. Sensible, all year, thinking about what they're doing. And they're doing a good job."

from £10.95 to £12.95, a rechargeable styler and a range of hot styling brushes. Another new addition to Pifco's personal care range is a £16.95 beard trimmer with a trimming guide — another concession to the Miami Vice three-day growth cult. Eventually, other personal care items will be moved within the new identity, while a Worldwide banner, in response to Traveller's presence on the market, covers the travel appliance collection, and Salton deal with the kitchen goods. The Pifco name will then stay with Christmas lights.

Now the problem is to awaken enough interest in chemist outlets. "Chemists are a difficult area to get into unless you go directly through chemist wholesalers," Mr Bowers admits, adding the complaint given by other manufacturers: "These tend to be a bit blinkered about this sector, unless the chemist is actually knocking on the door."

Pifco's answer is to use De Witt's recently formed subsidiary Delachem, who will take most of the Creations range on board from September. "We are taking the chemists seriously," Mr Bowers insists. "But they're not taking this market seriously. You only have to look at what Boots have done — they've virtually got it to themselves. And there's no reason why chemists, especially those branching out with larger stores, shouldn't move in. If there's one area showing a market increase it's personal care." The company's digital thermometer was launched last year with chemists in mind, and displayed as an impulse buy to keep on the counter. Yes, the response from retailers has been good, says the firm. But it could be even better. And the same goes for the other products on offer. "It's all about educating the chemists and getting them to experiment a bit. There's a lot they can do — it just needs a little imagination. Instead of sticking a shaver on a back shelf, stick it under the customer's nose!"

Joining with Salton has given Pifco "a following, a modern name, and a lot of potential in the kitchen sector". It's also been a good move in an overcrowded market, Mr Bowers points out: "There are 35-plus small appliance companies in the UK. That's too many for the size of this market. Consumers are completely bemused."

With an upmarket kitchen range, and the personal care and travel line-ups, Pifco hope to have a solid base from which they can, as they put it, "build a High Street share with products in tune with the market."

Education and explanation will be the basis of their campaign, both for the customer and the retailer. And all this activity should solve the problem of customers automatically linking the company's name with Christmas trees and fairy lights. As Alan Bowers explains: "This means consumers can take a fresh look at us. It's almost like a new start."



Licensing mistake leads to high dosage

Due to a mistake by the German Licensing Authorities (the official responsible has since left), the compulsory package insert in Adalat capsules marketed by a reimporter carried dosage recommendations 2-4 times higher than normal.

The error first occurred when the authorities granted the licence and gave abstruse directions for dosage. The mistakes were blindly repeated by the

reimporter, a spokesman for whom declared that they had implicit trust in the authorities and could not be expected to check up on their figures.

The pressure of work faced by the licensing personnel in examining the clinical efficacy and bioavailability of drugs was recently revealed by the head of the department, who said that 15 staff have to cope with 2,400 licensing applications a year.

The average time spent per official on applications works out at one per day.

seen. With other methods, no more than 15 per cent of subjects have managed not to restart smoking after one year. The researchers hope to increase this to 40 per cent by combining plasters with counselling support. Short term results were better with heavy smokers than those who merely enjoyed the taste.

The plasters are already being manufactured on an industrial scale, but stability problems have still to be solved. It is hoped that the product will be licensed in Germany at the end of this year, or early in 1987.



Self defence shock

A new electric defence weapon, which originated in the USA where it is a best-seller particularly to psychiatrists and politicians, has just been introduced onto the German market.

The Taser, which was intended solely for use against hi-jackers, looks like a photographic flashgun and fires an arrow attached to a 4 metre long cable, through which flow 50,000 volts. The recommended 3-5 second burst paralyses an attacker for 20-30 seconds and the power is supplied by normal 9 volts batteries that can produce shocks for 2 to 3 minutes. The weapon is declared non-lethal and is freely on sale. The manufacturer has warned that no responsibility is accepted if the current burst is too strong and proves fatal.



Test on NSAIDS

Latest in the line of drugs to be scrutinised by the consumer magazine *Test* were 25 NSAID tablets, ointments and gels, which together account for 6 per cent of the pharmaceuticals market with almost 20 million Germans affected by rheumatic-type diseases.

On the basis of relevant literature and their own researches, the testers concluded that ibuprofen (still POM in

Germany), indomethacin, diclofenac and naproxen were the drugs of choice. Short-acting preparations were considered best, due to no danger of accumulation and fewer side effects. Only naproxen, with a half life of 12 hours was thought acceptable for morning stiffness.

Ketoprofen, Feldene and a product containing a salicylate, benzylnicotinate and heparin was disliked because of long half life, dubious efficacy and unnecessary combination respectively. On grounds of questionable activity and risk of allergy, so called cartilage protectors were also criticised, whilst ointments and plasters were regarded as merely having a useful placebo effect.



Nicotine plasters

Recent reports in the lay press have raised the hopes of many smokers that they will soon be able to give up the habit by getting plastered.

In a double blind trial among 133 smokers, 40 per cent were able to renounce the weed after three to four weeks of wearing plasters which constantly release small quantities of nicotine.

According to the scientists, the more familiar nicotine chewing gum has the disadvantage that the subject can produce smoking-type peaks in the blood nicotine level and thus become dependent on the gum. Apparently dependence is not induced if the body is subjected to the constant low and non-toxic levels of nicotine released from the plasters, which were well tolerated in the trial.

The method gave superior results to psychological counselling on its own, but the long term success rate remains to be



Top ten tanners

Of 25 sun-tanning aids examined by the consumer magazine *Test*, ten received the accolade very good, ten were classed as good and five as satisfactory.

Among the top ten were Avon Bronze lotion, Eversun, Delial Sun Blocker, Piz Buin and one product available only from pharmacies, that contains no formaldehyde, was easy to use and is in biodegradable packaging. All 25 were considered effective, water-resistant and of equal quality and differences were largely restricted to price, which ranged from 45p to £4.95 per 100ml.



Pharmacist Richard Aucott of Nupharm Ltd, Hyde in Cheshire receives a £400 holiday voucher from Cuxson Gerrard's Nigel John as winner of the recent Carnation Footcare competition. One hundred Carnation watch runner-up prizes were also awarded

Understanding the market

It was wholly appropriate that your editorial last week on direct order entry should have appeared in the same issue as your report on the demise of Gx Ltd. The failure of Gx to secure a market resulted, in part, from its failure to recognise the fundamental importance of the wholesaler in the provision of effective distribution.

Purveyors of direct order entry systems who fail to recognise that they, also, must secure a working relationship with the wholesaler before issuing extravagant claims on the capabilities of their equipment, are likely to follow suit. At least Mr Richardson has had the good sense to see this, and his well reasoned letter (*C&D* Aug 23) alerts pharmacists to be cautious in their assessment of superficially attractive offers from suppliers who have no agreement with the major wholesalers to access their systems. Unfortunately, Mr Thakrar's attempt to "railroad" wholesalers into granting access

facilities has probably set back the process of quiet negotiation and assessment by many months.

The driving force behind the introduction of direct order entry has come from wholesalers, who have invested many millions of pounds in developing reliable and effective systems. In return for using direct order entry, pharmacists improve their buying terms by some 1½ per cent, a point conveniently ignored in your editorial which dwells on the minor issue of rental charges. These are only a fraction of the extra discount gained but are, nevertheless, an important component in the ability to maintain the 1½ per cent benefit against some lower figure.

Many wholesalers already offer outright purchase arrangements for terminals in addition to rental terms, the advantages of the latter being the free exchange service in case of fault and the ability to upgrade without capital loss to the more sophisticated equipment that will, inevitably, be a feature of future years.

What is Mr Thakrar's company

offering in respect of direct order entry that is not already available through wholesalers? The alleged benefit of freedom to switch supplier is illusory, as the maximisation of discount relies on a concentration of monthly purchasing through a main wholesaler and any fragmentation would quickly erode any saving on the rental comparative.

AAH Group Wholesalers will continue to develop order entry and related in-pharmacy computer systems in a way that will respond over the years ahead to the needs of their customers and their own data processing and information requirements. This continuous development may, at some stage, lead to equipment being offered from several different suppliers in order to cover the market requirements. Until such time, reliance on the excellent systems which are already approved by wholesalers would seem a better option than the alternatives being promoted by those organisations with no long term stake in pharmaceutical distribution.

Bill Revell

AAH Holdings plc

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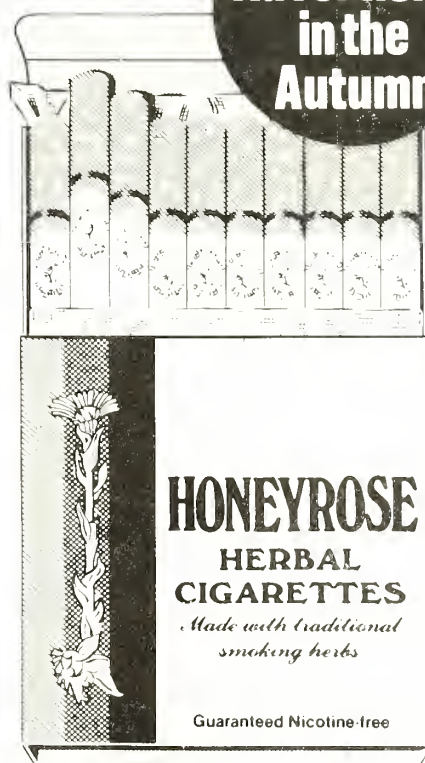
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**National
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On peaceful rural dispensing

The vice-chairman of the Rural Pharmacists Association Roger King and myself both submitted letters to the editor of the Dispensing Doctor's Association's Journal which were published this month. I think that both our letters were serious attempts to put across our point of view in a reasonable and adult fashion. Our purpose was to try and see if some spirit of mutual trust and co-operation could be planted, so that we might consider better ways of tackling the DHSS on the needs of the future, both in terms of benefit to our two professions and in trying to improve the lot of the rural patient.

Unhappily, DDA chairman Dr David Roberts seems to enjoy doing everything possible to make sure that this doesn't happen (*C&D*, August 9, p222). Keeping the fires of acrimony going is the easy way out. I hope that even now Dr Roberts can see that his responses are pretty puerile

and will lead only to more antagonism on both sides. Let us elevate our responses so that we are able to appreciate avenues of interest which can be discussed without rancour. Generosity of thought will be much more productive. Giving credit where it is due is now much needed. Fighting together for common causes is a far better alternative. Between us, there is much that can be achieved.

In the next issue, (August 16, p256), Mr K Sims, member of the Dorset Local Pharmaceutical Committee, once again put his finger on a vital matter of concern. He sets out a glaring example of how the Rural Dispensing Committee can upset a perfectly satisfactory situation by deciding to go against the unanimous decision of the local dispensing subcommittee's recommendation. The RDC apparently did this without even bothering to consider local desirability or necessity. One wonders why the DSC is asked to pronounce on local matters at all, if their recommendations seem to be so completely ignored. It seems an oddity that people 100 miles away can reverse a decision on an application, when they may

be unfamiliar with local needs and desires. And it would seem far more logical that should local opinion be unanimous, that should prevail. The virtue of this would be that a much greater degree of responsibility would ensure proper and thorough research. Once again, the RPA questions the secrecy behind decisions made by the RDC.

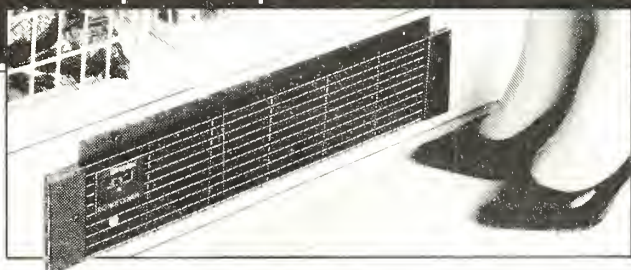
As, Mr Sims reminded us, the regulations must be used to interpret the needs of the local community, not as a sterile piece of legislation. For Clothier to be used as a means of producing financial heartbreak for pharmacists *in situ*, must be contrary to the whole purpose of its existence.

Hopefully, the new contract will at least be able to ensure that applications will have to be sieved through a committee ensuring desirability and necessity, before reaching the RDC. If the application fails on these criteria the RDC won't be able to make any reversal, since it won't go to the new pharmacy subcommittees.

John Davies
Secretary, Rural Pharmacists Association

Fully-fitted fan heaters

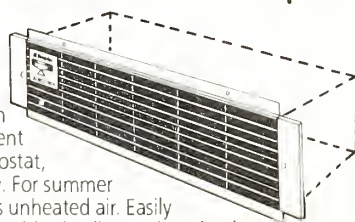
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Fisons spend £4.3m on Radiol

Fisons are spending £4.3m to buy Radiol Chemicals, a Rorer subsidiary, as part of the development of their consumer health business.

Radiol make a range of consumer health brands, including Radian topical anti-rheumatics, and have a workforce of 50 based in Witham, Essex.

Fisons chairman and chief executive John Kerridge was in the spotlight earlier this year after the company revealed pre-tax profits 19 times the £3.8m reached when he first took over his role. He then said Fisons would not be chasing acquisitions of size "for size's sake".

Mr Kerridge described this latest buy as "fitting well with our plans for Fisons' growing UK consumer health business" and said the Radiol brands would "clearly benefit from the strength of the marketing and sales operations within Fisons' pharmaceutical division".

Unilever's taste for flavours

Unilever have been picking up more shares in the Dutch flavours and fragrances firm Naarden International, and appear to be taking no chances with their bid.

After failing to take over Richardson-Vicks — who eventually reached a deal with Procter & Gamble last year — Unilever are now offering nearly double the share price for their latest target. The company used its stake to vote, along with other Naarden shareholders, to allow anti-takeover measures in the event of a competing bid.

If the move succeeds, Unilever will join the group with their own PPF International subsidiary, involved in the same field.

Shareholders could face a dilution in earnings of as much as £4m in the first year, according to a *Financial Times* article.

Unilever cannot buy more than 50 per cent of Naarden's shares on the open market under the Dutch law, but the rest of the shareholders seem willing to sell.

Unilever were rumoured to be bidding for Beecham at the end of last year, and were accused by some observers of "inexperienced bidding".



Baroness Trumpington, parliamentary Under Secretary for Health, visited Unichem last week as part of a programme of visits by prominent politicians.

The Baroness, pictured with chief executive Peter Dodd, is opening the Eurocophar conference in London from September 28-October 1

Flint put to the Boots vote

Boots shareholders were to vote on Thursday whether to approve the funding of the company's acquisition of the US company Flint (see *Business News C&D* August 9).

The deal is expected to be closed by September 3 if the vote goes in favour of the acquisition.

Press rumours, based on evidence from a straw poll, that major institutional shareholders are not happy with the buy, were refuted by Boots this week. A company spokesman told *C&D* that most institutions would be happy with the deal now they have had it explained to them, and those that were not in favour would probably abstain from the vote rather than go against it.

Babyliss turn to delivery firm

Babyliss have contracted out their warehousing and distribution to specialist firm Professional Distribution Services.

The company will use computerised delivery to do Babyliss' warehousing and transportation. Orders will still be channelled through Babyliss in Hull. But the goods will then be delivered by PDS instead of the usual carriers.

Managing director John Broom claimed: "Our sales are on target to grow by two thirds this year and we need warehousing that can stretch with us, while we concentrate our resources on manufacturing and marketing".

Output down but hopes still high

It's been a gloomy first quarter for the small business sector, with output down for the first time in nearly two years, according to a recently published survey.

The balance of those reporting higher sales to the Small Business Research Trust's quarterly survey — that is, those with an improvement minus those with a decline — revealed only 34 per cent. This shows a drop of 7 per cent from last year, and a change from the upward trend shown since 1984.

A balance of fewer than 12 per cent was taking on more staff, and under 6 per cent expected to employ more — a similar balance to the past year's figures.

But the survey also shows a 21 per cent increase in the balance of respondents expecting higher sales in the second quarter. The figure now stands at 31 per cent, although the surveyors warn that seasonality could account for this optimism.

The biggest burdens on respondents were finance and interest rates, noted by 30 per cent of the firms. And a fifth of those asked had never heard of the Government's Business Expansion Scheme. Quarterly Survey of Small Businesses in Britain (£10, annual subscription £30), Small Business Research Trust, 3 Dean Trench Street, Westminster, London SW1 3HB.

Pavion count expansion cost

Pavion International, who used to be called Sangars, have warned that their trading position has been affected by the costs of warehouse expansion and new distribution for their cosmetics.

Pavion's budget range has been introduced into K-Mart retail stores in the US, and the products are to be brought into the UK later this Autumn. Sales have been below budget, says the firm, and this will affect results for the six months to August 31.

The group aims to convert loan stock into new ordinary shares, on the basis of 360 ordinary shares for every £100 nominal of stock. This move is designed to increase Pavion's net tangible assets, which are not now enough to support planned expansion.

NPA seeks new training status

The National Pharmaceutical Association is to seek Approved Training Organisation Status for its youth training scheme.

If approved is given by the Manpower Services Commission the Association will be granted a three year contract to act as managing agents for the scheme, from April next year. At present the contract is renewed on a yearly basis, which can lead to delay in placements being accepted in pharmacies. MSC officials will be visiting pharmacies which operate the scheme to assess the NPA's training programme in practice, and approval is dependent on the outcome. NPA training officer Mrs Ailsa Benson says "It's now up to the members to show that the scheme is a good one."

Designers bank on "safer" card

A card with no name could be the key to safer bank card systems, according to a Buckinghamshire company.

Grazebrook Laboratories have come up with a design for a card carrying no signature and no embossed number. Cheque writers would have a thin keyboard, and liquid crystal characters in the card. The personal identification number would be entered onto the keyboard, and in response the bank card's number would show up on the screen.

OFT name drop

The names and addresses of traders who have had to give assurances about their conduct have been released by the Office of Fair Trading to underline the threat of strong sanctions against trade law breakers.

Director general Sir Gordon Borrie said consumers would be better protected if Trading Standards Departments used all their powers to the full. "These statutory assurances are very effective and it is worth mentioning that last year two traders who broke court orders and undertakings they had given were fined a total of £3,000 and ordered to pay costs," he commented. Sir Gordon has produced a paper calling for a revamp of the trading rules, bringing a cover-all duty with specific regulations

for different sectors (August 23, p306).

The companies named include cosmetics, electricals and mail order businesses. Since 1973, when the Fair Trading Act was introduced, 536 assurances, undertakings and orders have been obtained. Those on the list for the first six months of 1986 include Abid Habib Jadawji and Mohamedali Asharia, formerly trading as Jay and Jay, whose assurances involved the contravention of cosmetics products regulations, 1978.

Image expands

Image Micro Systems Ltd have added an extra 128k of memory to their Amstrad 128k pharmacy computer.

Up to 3,000 items can now be stored — the program will accept drug items and OTC lines in any proportion, and the latter can be called up separately. PIP/Vestric or Prosper codes can be allocated to any line.

Present Amstrad owners can upgrade at a nominal cost.

Promotions tax made simple...

Complaints to Customs and Excise have led to simpler tax accounting for dealer loader promotion schemes.

Traders have claimed that invoicing restrictions have brought special problems for computer users, reducing the marketing appeal of schemes which offer extra goods for certain size orders.

The Customs Commissioners have now said that suppliers can account for tax on the price charged, even if an invoice shows the extra goods being supplied free of charge. But if the main items and the extra items are taxable at different rates, suppliers will still have to make the right apportionment of the price charged.

Bowater bought

Scott Paper Company have completed their plan to increase their ownership to 100 per cent of Bowater-Scott Corporation.

Bowater-Scott (UK) were formerly owned 50 per cent by Scott and 50 per cent by Bowater Industries plc. Under the terms of the sale, for about \$60m, Scott have bought the remaining 50 per cent and transferred their interest in the Bowater-Scott Corporation of Australia to Bowater Industries.

Open Door Day for chemicals

The chemical industry is to hold a national Open Door Day on September 20.

Chemical companies will invite local people to look round their factories and "find out that we've nothing to hide," says Martin Trowbridge, director general, Chemical Industries Association. "Despite the international success of Britain's chemical industry, people often view us with suspicion and regard us as being mysterious, or even sinister."

About 150 sites, including some pharmaceutical manufacturing plants, throughout the UK are expected to play host to their local communities. It will be up to each company to decide on a programme for the day.

Mr Trowbridge hopes the Open Door Day will be the first of many. A Chemical Industry Week will follow from September 21-28 when companies will extend their welcome to larger school parties. The Dutch industry has been holding national open days for nearly a decade.

Guild annual Day conference

The Guild of Hospital Pharmacists invites pharmacists to present short papers to the annual Day Conference to be held at Northwick Park Hospital, Harrow, on December 3.

The 1985 Travenol Award lecture will be presented at the same meeting. Further details from Dr Frank Haines-Nutt, regional QC laboratory, Torbay Hospital, Torquay, Devon TQ2 7AA tel 0803 64567.

Tuesday, September, 2

Slough and District Branch, Pharmaceutical Society. Wexham Park Hospital, Slough, at 7.15pm. Professor R. Y. Cartwright—"What did you bring back from your holidays?" Buffet.

Unichem financial seminar. Novotel, Walton Summit, Preston, at 7.30pm. Jeff Harris, financial director, on "Retail financial management" and Joe Swift of Spicer & Pegler on "Tax planning". All members welcome. Further details from Jeff Harris at Unichem House, Cox Lane, Chessington, Surrey (tel 1-391 2323).

Wednesday, September 3

Unichem financial seminar. Ladbroke Hotel, Wetherby Turnpike, Leeds, at 7.30pm. Jeff Harris, financial director, on "Retail financial management" and Michael Reider of Spicer & Pegler on "Tax planning for pharmacists". Information as above.

Thursday, September 4

Birmingham Study Group. College of Pharmacy Practice, department of pharmaceutical science, Aston University. Subject "parallel imports". Margaret Loveless and Anne McGettigan. Further information from Alison Morley at the above address (tel 021 359 3611).

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Tribute to Edwin Evens

Mr R. G. Worby, FPS, writes:

I first came into contact with "Eddie" Evens as a member of the then NE London Local Pharmaceutical Committee in the late 60's. Eddie was then — as he always remained — a fervent reformer and an arch enemy of posturing and cant. His was the main fervour which led to the formation within the NE London Committee of the "disintegration sub-committee" so named by Eddie himself in his fury at the perceived intransigence of the then Central (NHS) Chemist Contractors Committee. We sought a new contract — fairer to the small pharmacies which were closing at a rate of up to 800 per year. We sought also direct representation of LPCs on the central committee. Eddie's dream of the former was in effect achieved in 1979 under the adjustment of remuneration negotiated with David Ennals as Secretary of State for Health. That of the second had been achieved a year or two earlier with six of the 11 NPA seats surrendered to regional representatives.

The 1974 NHS reorganisation took Eddie away from the NE London Committee which shed Newham to City



Pharmacist Donald Peter (second from the right) is the August winner of Unichem's monthly £1,000 passport to riches instant win promotion. Mr Peter was presented with his prize by Ken Hunter, Unichem North London regional member. Walthamstow general manager, Roger Metcalf and Jill Bower of Bayer UK, who issued the winning ticket look on. Mr Peter owns the Pretty Gate Pharmacy in Colchester, Essex

and East London, and shortly after that he sold his business and returned for a time to the South West of England, his native area. Subsequently he returned to the South East, and in 1982 returned to the NE London LPC as an employee pharmacist. Older he was, but weakened in his political fervour he was not. His reforming zeal and razor sharp pen won him a three year term on Council — and rocked the NE London pharmaceutical boat yet again!

Disagree with Eddie you could — and, we all being human, you could be right at the same time. Doubt his sincerity and courage you most certainly could not, and pharmacy has lost a doughty fighter with his death. We have men of vision who lack determination and we have men of determination who lack vision. Eddie had bags of determination and flashes of vision which have been instrumental in shaping the future of our profession. He was ready to fight for his visions to the very end — and the hereafter had best look to its laurels!

The sympathies and condolences of all who worked and fought with Eddie (on whichever side) will go out sincerely to his widow and family. Loyalty and candour were only two of Eddie's great attributes. Of pretence he had none whatsoever.

Mr A. D. Castell, chairman, Barking and Havering Local Pharmaceutical Committee, writes: "It was always an instructive and rewarding experience to work with a man whose career began during the depression and yet who brought undiminished vigour, both physical and intellectual, to everything he undertook. He will be greatly missed, not least by younger pharmacists.

With Eddie we have lost a unique perspective of our own history.

BPA announces Evens medal

The British Pharmacists Association is to inaugurate an Edwin Cossentine Evens Memorial Medal, in memory of the work of the recently deceased ex-Council member.

Mr Evens' widow, Dorothy, has given permission for the medal, which will be awarded annually to any person, pharmacist or non-pharmacist, who has made "an outstanding courageous contribution to the profession". General secretary Charles Flynn says that Mr Evens had recently joined the Association and it had been the intention of the executive committee to ask him to become honorary president.



Jim Canning, commercial director of Macarthy's retail supplies division presents a magnum of champagne to John Sadler of Milupa, the company which achieved the highest sales at Macarthy's recent Barbican trade fair. Also in the picture are Eddie Masters, Macarthy's Numark manager and Pat Gold of Milupa

APPOINTMENTS

Prescription Pricing Authority: Mr Robert Onley, FPS, and Mr Kevin Guinness have been appointed members from September 1 as a result of the resignations of Mr B. Silverman and Miss M. Moodie.

Mr Onley is a contractor member of Nottinghamshire FPC and chairman of Notts LPC and the Nottingham Branch of the Society. He is secretary of the local branch of the NPA.

Mr Guinness is an assistant secretary in family practitioner services division of the DHSS.

Arun Products Ltd: Miss Susan Pascall has been appointed to the Board as marketing director.

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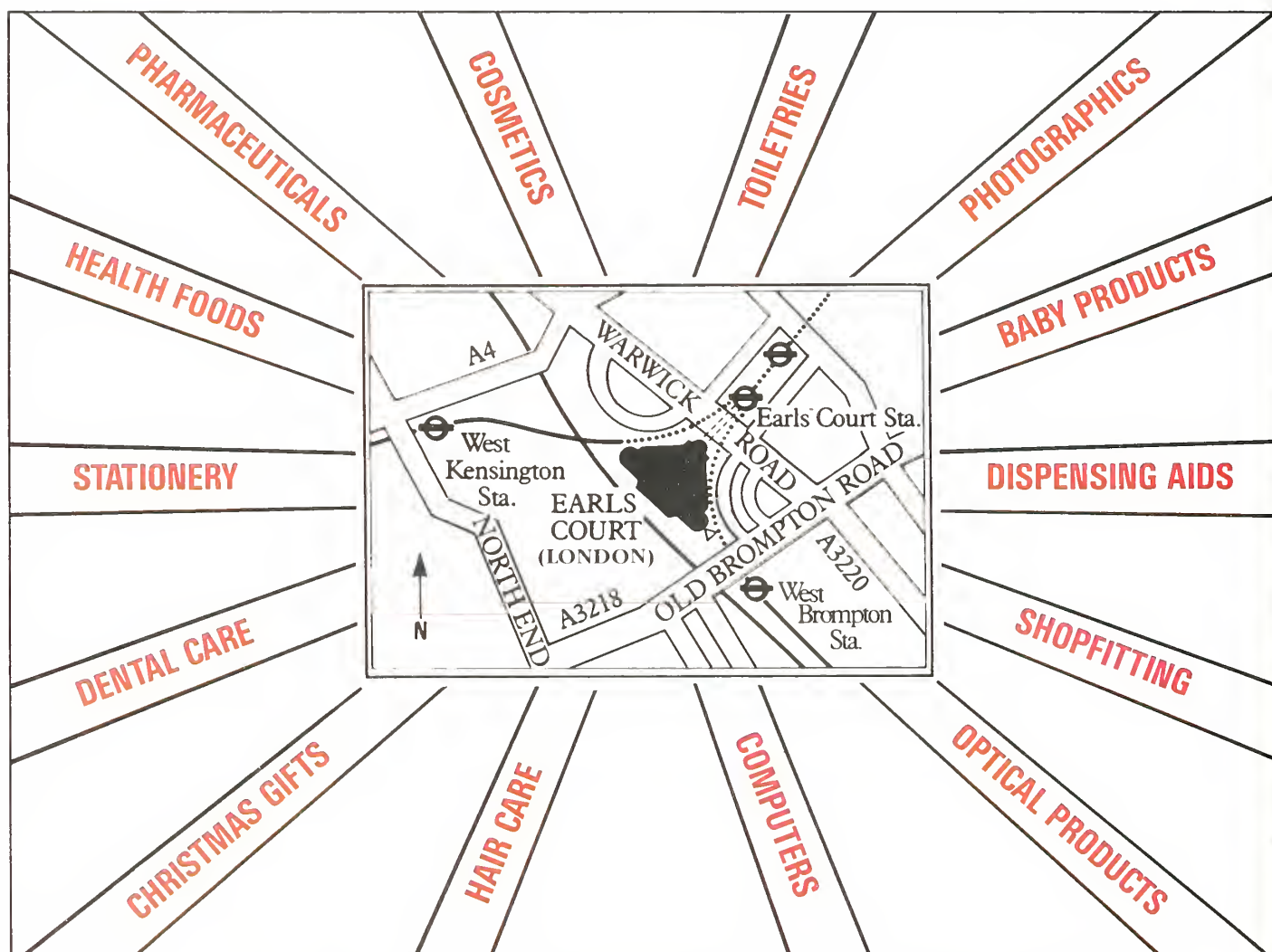


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